



# City of Hampton, VA

## Meeting Minutes

### City Council

22 Lincoln Street  
Hampton, VA 23669  
[www.hampton.gov](http://www.hampton.gov)

*W. H. "Billy" Hobbs, Jr.*  
*Will Moffett*  
*Chris Snead*  
*Molly Joseph Ward, Mayor*

*Christopher G. Stuart*  
*Donnie R. Tuck*  
*George E. Wallace*

*Staff:*  
*Mary Bunting, City Manager*  
*Cynthia Hudson, City Attorney*  
*Katherine K. Glass, CMC, Clerk of Council*

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Wednesday, October 10, 2012      1:02 PM      Council Chambers, 8th Floor, City Hall

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#### **CALL TO ORDER/ROLL CALL**

#### **MOLLY JOSEPH WARD PRESIDED**

**PRESENT:** W. H. "Billy" Hobbs, Jr., Will Moffett, Chris Snead, Christopher G. Stuart, Donnie R. Tuck, George E. Wallace

Mayor Ward welcomed everyone to the afternoon work session. She then noted that City Manager Mary Bunting was attending the International City Managers' Association meeting, and therefore, Assistant City Manager James Peterson was sitting in for her.

#### **AGENDA**

##### **1. 12-0375 Briefing on Youth Violence Prevention Mini-Grant Program**

Mr. Peterson introduced Youth, Education and Family Services Administrator Ms. Debbie Russell to brief Council on the Youth Violence Mini Grant Program. He explained we opted to go to this program as a way of using our resources in a more productive way by providing grants to community based organizations which are already involved in youth and gang prevention issues around the City.

Ms. Russell greeted those on the dais and briefed them on the Youth Violence Prevention Mini-Grant Program. She noted she is proud to represent the City's Youth, Education and Family Services Division and its employees who work every day to ensure all of Hampton's children are born healthy, enter kindergarten ready to learn and graduate prepared for a lifetime of success.

Ms. Russell stated the programs in this division touch the lives of more than 30,000 of Hampton's 35,000 youth under the age of 19, are prevention focused and are offered in concert with many community partners including businesses, non-profit organizations, faith based civic organizations and grass roots organizations.

Ms. Russell announced that we have the opportunity to continue building stronger and bolder community partnerships through the offering of youth violence prevention grant

applications addressing youth violence and anti-gang strategies. She said grant awards with a maximum of \$10,000 each will be given to programs supporting the City's goal of stopping youth violence before it starts.

Ms. Russell stated strong applications will be those which implement strategies proven effective in reducing adolescent violent crime, aggression, delinquency and/or substance abuse. She explained successful prevention strategies will include (1) parent and family-based programs that improve family relations. Parents receive training on child development and learn skills for talking with their children and solving problems in non-violent ways. (2) youth-based programs that prevent youth violence or gang involvement through education, job training and skill development. (3) social development strategies that teach children how to handle tough social situations and learn how to resolve problems without using violence. (4) mentoring programs that pair an adult with a young person where the adult serves as a positive role model and helps guide the young person's behaviors. (5) changes to the physical and social environment in our community. These changes will address the social and economic causes of violence.

Ms. Russell stated priority will be given to programs that identify best practices to address youth and gang violence and offer the youth opportunities to be healthy and productive members of the community. Services may be provided at the (1) individual level and aid in the youth's development of pro-social and emotional skills (2) relationship level through the establishment of a close and consistent mentoring relationship over time with a caring adult or (3) community level by providing comprehensive services to a community or neighborhood focused on improving school achievement and school connections.

Ms. Russell stated priority will be given to projects that are likely to achieve their objectives and be successful, use other public and private sources to the greatest extent possible, support or coordinate with other community efforts, are consistent with the Hampton Community Plan, are Ready By 21 goals and objectives, and documents substantial neighborhood or public support.

Ms. Russell stated in order to be eligible, the activities must serve the residents of Hampton and focus to the greatest extent possible on children and youth. While family participation is important, activities targeting children and youth should have the greatest emphasis. Activities must have clear and concise goals, objectives and outcomes. It is important for the long-term benefit of the community that activities funded have the greatest opportunity for success and have outcomes beyond those achieved in a single event. For example, while community forums and symposiums and conferences with national speakers generate information sharing and educational opportunities and enthusiasm within the community – in and of themselves they do not typically result in intermediate or long-term outcomes for individuals or their communities. Therefore, applications to fund single events that are not part of a larger effort will not be generally considered strong. Accordingly, activities identified as best practices are expected and applicants are encouraged to check out the office of Juvenile Justice and Delinquencies Prevention Models Program Guide which includes over 200 best practice programs and can make a difference in the lives of children and families.

Ms. Russell noted that in the grant application, we identified additional resource information and website information about that site. She then listed the types of

activities which would not be eligible as (1) routine operational cost of an organization (2) capital improvement and fund drives (3) political activities.

Ms. Russell stated the application process will be primarily targeted to community based service organizations; all tax exempt organizations may apply. However, in an attempt to provide small community based, grass roots organizations an equal opportunity to apply and receive funding, we have tried to keep the application process simple and tried not to be too rigid in some of the requirements (typically of government applications). She continued stating we have also tried to ensure that small neighborhood and grass root groups that are not tax exempt are encouraged to apply with organizations in the community that are and partner together in submitting their application for this funding.

Ms. Russell stated the January 2013 funding application deadline is November 26, 2012, by 4:30 p.m. and the April 2013 funding application deadline is February 19, 2013, by 4:30 p.m. The maximum grant award will be \$10,000. Recipients will be eligible to receive two additional awards subject to future appropriation of funds. There will typically be four application review cycles each year – since we are just getting started, there will be two this year – one award made in January and another made in April.

Ms. Russell noted the review team will include herself, the Director of the Department of Social Services as well as representatives from the non-profit community, schools and juvenile justice. Committee recommendations will be completed and submitted to the City Manager for approval. Notification of grant awards will be made four to six weeks after the submission deadline. Applications are required to be submitted to Hampton Youth Education and Family Services to the attention of Ms. Russell, 100 Old Hampton Lane, Hampton, Virginia 23669. Applications will be available October 12, 2012, on the Youth and Education and Family website [www.hampton.gov/yef/](http://www.hampton.gov/yef/). In addition, a press release will be disseminated and an email will be sent to approximately 75 organizations and individuals giving them the grant information, the application details and asking them to forward this information to any and all on their distribution list.

Mayor Ward thanked Ms. Russell for the thorough presentation.

Councilman Moffett commended Youth, Education and Family Services for their work particularly with healthy families and parenting. He expressed enthusiasm about this much needed program and noted that oftentimes, we do not get ramped up until something happens, and therefore, it is important to address this issue in a proactive manner. He commented that while grass roots organizations have heart, passion and commitment, they may not have a 501c3, and therefore, he was glad to hear that they have the opportunity to go through other organizations that do have a 501c3. He then asked them to consider expanding their advisory board to include those from academia, our universities, the business community, Youth Commission and Neighborhood Commission. He said in his opinion, they are going in the right direction. He then encouraged and thanked the Youth, Education and Family Services Department for doing what they do.

Ms. Russell provided the Clerk of Council with a handout summarizing her presentation which the Clerk distributed to each member of Council. A copy of the handout is attached to the minutes.

Ms. Russell reminded everyone that the Teen Center open house is this Friday, October 12, 2012, from 4:00-6:00 p.m. She also provided invitations to each member of Council.

PRESENTED by Debbie Russell, Resource Development Manager. At the conclusion of Ms. Russell's presentation, she reminded the members of City Council and the public of the open house at the Teen Center this Friday, October 12th from 4 until 6 p.m.

2. 12-0379 Regional Animal Shelter Presentation

Mayor Ward noted that this item has been deferred to the November 14, 2012, meeting in order to give our neighboring city, Newport News, an opportunity to receive additional information.

DEFERRED (11/14/2012)

**Motion made by:** Councilmember Will Moffett

**Seconded by:** Councilmember Chris Snead

**Ayes:** 7 - W. H. "Billy" Hobbs, Jr., Will Moffett, Chris Snead, Christopher G. Stuart, Donnie R. Tuck, George E. Wallace, Molly Joseph Ward

**Nays:** 0

3. 12-0385 Briefing on City Logo / Branding

Mr. Peterson introduced Communications Strategist Ms. Robin McCormick to give Council a follow-up briefing on a presentation she gave in August where she advised Council that a poll of the four finalist logos would be taken.

Ms. McCormick noted today's presentation will include a recap from her original presentation as well as citizen comments from the survey. A copy of the presentation is attached to the minutes.

Ms. McCormick explained the logo will not replace the City seal shown on slide 2 of the presentation. She explained the seal will remain the official emblem as it has a different usage and is considered the official City stamp.

Ms. McCormick referred to slide 3 of the presentation which shows the current logo which has been in use for over 25 years; however, is not in widespread use. She noted the script shown on slide 4 of the presentation has taken its place informally in many uses, for example, on the website and the Convention and Visitors Bureau.

Ms. McCormick stated one of the challenges we face is we are designing a new website for this decade, and therefore, the logo must scale. She explained you cannot have a complex logo with numerous elements, and since 55% of our citizens view the internet on a phone or tablet, we need something that reads small. She added this will replace the widespread variety of logos used in various departments as shown on slide 6 of the presentation.

Ms. McCormick reviewed Slides 7-12 of the presentation which describe the approach taken when working on the logo.

Ms. McCormick read some of the comments from citizens about the general process. The citizens felt the logos looked nice, they appreciated the opportunity to select which ones they liked, some felt the logos do not do enough to convey the City's colonial and Native American roots, some felt it would be a hard choice because they all look fantastic, some felt the old one looked best, some never liked the "H" and some stated they would be happy with any of the four because each design is unique and expresses the idea of the City.

Ms. McCormick reviewed slides 13-26 which show the results and comments made regarding the four finalist logos. She noted over 1,000 comments were submitted; however, the presentation has been scaled down to reflect repeated and common themes.

Ms. McCormick read the comments made by citizens regarding the logo resembling a pier or the letter H. The list of comments is attached to the minutes. Ms. McCormick noted this logo ranked last in both our poll and the WVEC poll.

Ms. McCormick then read the comments made by citizens regarding the logo resembling a sailboat. The list of comments is attached to the minutes. Ms. McCormick noted this logo ranked first among those polled, particularly when asked which logo they would prefer to see on a tee-shirt; however, less than one quarter of the audience said it was unique or set Hampton apart. She further noted that this logo ranked second in the WVEC poll and the City Engineer informed her that this logo would make road signs difficult to read (she noted she did not seek his input).

Ms. McCormick stated the two remaining logos focus on incorporating the crab and read the comments made by citizens regarding having a logo which incorporates a crab. The list of comments is attached to the minutes.

Ms. McCormick noted many people voted for one of the logos which incorporated a crab. She added we also think it is a good idea to embrace the crab in the logo and the seal has the crab in it as part of tradition and the City's history.

Ms. McCormick read the comments made by citizens regarding the third logo resembling a bubble. The list of comments is attached to the minutes. Ms. McCormick stated this logo ranked at the top of the WVEC poll; however, WVEC most likely polled more people from outside the City of Hampton than within it. She added in our poll, this logo ranked third.

Ms. McCormick referred to the logo on slide 25 which resembles both a boat and a crab. She then read the comments made by citizens regarding this logo. The list of comments is attached to the minutes. She added this logo ranked third with WVEC, second in terms of one people would want on a tee-shirt, but the largest point of agreement on any survey was that 44% said this is the logo which best sets Hampton apart and is the most unique.

Ms. McCormick reviewed slide 27 of the presentation which shows some of the logos used in other localities in our region. She then reviewed slide 28 of the presentation listing areas which needed fine tuning.

Ms. McCormick said slides 29 and 30 show the logo incorporating two suggestions made by the Convention and Visitors Bureau including using a blue color palette as well as using four stars representing the four centuries of Hampton's history. She noted slide 30 shows how the logo could be manipulated to different sizes or as a department logo.

Ms. McCormick stated we need to move forward. There is a website deadline which we have already moved forward on. She added we polled a number of localities and determined most places do this administratively and advise Council. She reiterated that the official seal gets a formal vote; however, it is up to Council how they would like staff to move forward.

Mayor Ward commented that this is the only logo which she does not like because it is reminiscent of the problem we currently have with the "H" because it is dated. She said her concern is it may not look good a few years from now. She then asked Ms. McCormick to comment on the process, where the four designs came from, and whether or not we had professional input from citizens.

Ms. McCormick replied there were several designers who responded to the survey; however, the contract for the new website included a branding and design component because they are designing the rest of the website which goes around it. When we surveyed the citizens, they stated the designs appeared to have been designed by the same person and they asked for more variety. This caused us to miss the first website deadline. We then went to a web design service recommended by a member of the Downtown Hampton Exchange Club when they were one of our focus groups. This pulled in designers from around the world. She added a number of people gave comments on line and we narrowed the choices from there.

Councilman Stuart commented his observation is that the color red was omitted. He proposed Council taking a symbolic vote this evening regarding moving forward on this decision.

Councilman Moffett agreed with Mayor Ward's comments and commended the Marketing Department for their efforts with this project. He said this will be subjective because there will most likely not be mass support for one logo or another particularly when there is a large number of people giving their opinion. He asked whether or not the new logo would be printed on City vehicles, for example, fire trucks and police cars and the City seal would remain on City vehicles.

Ms. McCormick replied she was not certain whether or not that decision had been made; however, in her opinion, it does not belong on Police and Fire vehicles because they have their own seals, symbols and emblems for their special vehicles. She noted Public Works may be different; however, she was not certain whether or not the logo would be on those vehicles.

Councilwoman Snead noted that in the past the initial "H" logo appeared on City vehicles and we used that in lieu of the seal. She commented that we are branding ourselves as a City and she does not like that the web page may be driving us. She stressed the importance of us thinking about what we want to be known for in Hampton. For example, do we want to be known for a crab? She added we hardly have the seafood industry here anymore. She stated she agreed with Mayor Ward in that she does not care for the final logo.

Ms. McCormick noted the traditional crab did not win because it is neither pretty nor distinctive. A regular realistic drawing of a crab will not just say "Hampton", it will say "crab"; however, we wanted something that was unique so that the brand would not be generic.

Councilman Hobbs stated good work was done on these logos; however, he was not pleased with them from the first time he saw them because to him, they did not say Hampton. He added in January, he met with some of his close friends and discussed what Hampton meant to them, and they all agreed it was the traditional blue crab.

Ms. McCormick commented that most of the opposition to the crab comes within Hampton City Hall. She continued stating the public accepts it and we will be fighting a tide if we try to go against this in adopting anything else as a brand. She said that doesn't mean it has to be this specific logo; however, she has heard from the public that if they associate anything with Hampton, it is the blue crab.

Vice Mayor Wallace apologized for not being present when the original discussion took place regarding the brands. He stated he does not like any of the finalist logos, particularly the fourth one which in his opinion looks like a clam with eyes. He added the claws are the symbolic identifier of a crab, and the element that is in the logo doesn't look like a crab because you do not see the claws. He said he is biased to the original symbol; however, the problem with the original symbol is we allowed other people to use other things. We will have the same problem with a new one if we allow departments to create their own individual ones as opposed to standing with the one we deem the appropriate symbol, brand or icon for Hampton. He added he is flexible.

At Councilman Stuart's request, Ms. McCormick showed slide six of the presentation again which shows the multiple City of Hampton logos from various departments. He noted not many private businesses would allow that many different versions of their symbol or marketing strategy.

Ms. McCormick commented we are not using the opportunities we have to advertise ourselves and instill pride when we have numerous logos, looks and identities instead of one.

Mayor Ward commended the Marketing Department for their work in coming to a consensus. She added that while this is an administrative decision and we don't get to vote, the City Manager works for Council who does not seem to have an outpouring of support for the symbol. She said she shares Councilman Moffett's concern regarding the logo being placed on City vehicles. She noted hopefully Council will receive a report from Ms. Bunting regarding where we will go from here.

PRESENTED by Robin McCormick, Communications Strategist.

#### 4. 12-0380 Briefing on the Status of Ft. Monroe

Mr. Peterson stated we are working on three Memorandums of Understanding (MOU) for City services. The first involves the Fort Monroe Authority's (FMA) decision to maintain its own roadways versus transferring that responsibility to the City. He explained that we agreed to share the reimbursement we receive from the Highway Maintenance Funds

with them as a way of them paying for that service. He noted we are working out the details because the City will be responsible for accounting to the Virginia Department of Transportation (VDOT) how the funds are used.

In response to Vice Mayor Wallace, Mr. Peterson explained when we proposed this, we were going to provide the roadway services; however, they opted not to accept, and therefore, we agreed that this was a compromise. Mr. Peterson continued explaining they had issues with the roadways not meeting all the standards and the State agreed they would accept all but one of the roadways. Vice Mayor Wallace then asked if the State would reimburse them directly. Mr. Peterson replied it would be reimbursed through the City because it is still a City of Hampton roadway. Vice Mayor Wallace stated he has difficulty allowing a disbursement or receipt that would come to us for a utility and we designate that to another entity that does not meet our road standards. Mr. Peterson replied that is the concept behind the MOU. We are trying to work out those details so that the City is in a position to say whether or not the money goes to them because they are doing things that qualify for utilization of those funds.

Mr. Peterson stated the second MOU relates to the four traffic lights on Fort Monroe. They opted to return to the City to request we oversee the maintenance of the traffic signals which we agreed to do and are in the process of working out the details. Vice Mayor Wallace asked if that was included in the reimbursement from the State for the maintenance of traffic lights. Mr. Peterson replied "no" and stated this is just the traffic signals themselves. He added some portions of the traffic signals qualify under the VDOT maintenance; however, we will be tracking what we do and the cost of doing it. He then noted we are still working on the agreement and it can be brought before Council for approval if Council desires.

Vice Mayor Wallace requested the rest of Council state their opinion regarding the issue. Councilman Moffett and Councilwoman Snead noted they both would like to see the item brought back before Council. No other members of Council verbalized their opinion.

Mr. Peterson stated the third MOU is regarding the recreation areas including ball fields and tennis courts. He explained we are trying to clarify who maintains them and what level of maintenance the facilities will get so that we do not end up being told we have to take care of something over which we have no control.

Mr. Peterson reported that the Wherry Quarters are under demolition. Dominion Power is also upgrading the electrical power station at Fort Monroe. The Army controls everything through a central force on the fort for the Army. This upgrade will help civilianize the properties for power and supply.

Mr. Peterson reported Fort Monroe is using Veolia, a private company that provides many services which normally would have been provided through the City such as utilities, maintenance, sewer and stormwater services.

Mr. Peterson addressed the parking issue on the Fort. He stated a large portion of housing has been rented out; however, when visitors come to the base, parking has become a concern, and therefore, Veolia has been marking off restricted residential parking to prevent this from becoming a big issue on the Fort. He noted this is something involving the Fort itself and there is not much involvement from the City.



Mr. Peterson reported that the National Park Service is going through Phase One of the environmental assessment of some of the properties of which they will assume ownership. He explained the National Park Service is going through the process of defining the appropriate uses of property they will assume and are doing the work needed to plan the conversion of that property to the National Park Service area.

Mr. Peterson reported that the Army caretaker is in place at Fort Monroe. He noted later this year, the transition will begin where more properties will be transferred.

Mr. Peterson reported that Sasaki is continuing their master planning for the FMA. The City is heavily involved as one of the participating members of the Planning Advisory Group. He noted two meetings were held in September, one for the stakeholder and one for the general public, and citizens may obtain updates on the planning by going to website <http://ideas.fmauthority.com>

Mr. Peterson reported the following statistics regarding Fort Monroe: (1) the Wherry property is vacant. (2) 105 historic houses have been rented or leased. 10 units are off line due to renovations or other repairs. (3) the FMA has leased building 77 (the former Garrison Headquarters) and anticipate it will be 50% occupied by late November and is leased to State agencies, the Freedom Support Center for Veteran service which will operate a home front wounded warrior program. (4) building 75 (the Butler Building) has been leased to the Virginia State Police who is expected to occupy the building by November 1st. (5) they are working with the State Department of Fire Protection to lease building 268. (6) the Old Point Marine Restaurant is open Friday through Sunday.

Mr. Peterson noted one of the concerns is that a lot of the buildings are being leased by State agencies, not the private sector which hopefully is short-term in nature and not the future of Fort Monroe.

Councilman Moffett stated Williams Air Force Base appears to be generating more income now than when it was an active military installation. He noted the City Manager was visiting there and hopefully will return with positive information regarding how they were able to coordinate with universities and corporate entities.

PRESENTED by James A. "Pete" Peterson.

## **REGIONAL ISSUES**

Councilman Stuart noted Governor Robert F. McDonnell placed him on the Chesapeake Bay Bridge Tunnel Commission. He further noted that he attended the first meeting held October 9, 2012 and he hopes to be able to bring Hampton's impressions on what is important to the Commission.

Mayor Ward thanked Councilman Stuart for his service in that area.

## **NEW BUSINESS**

Councilman Tuck inquired about the status of procuring someone to do the diversity study for which we set aside \$250,000 in FY12. Mr. Peterson replied there were approximately five respondents to the request for proposal; we have selected one and are in the process of making a contract with them.

City Attorney Hudson added that the process was delayed because the vendors protested the award we made which took time to work out from an administrative standpoint. She explained the vendor has the right under the Procurement Act to protest the award to someone else. She noted we were able to make a final award free of the protest issue.

Councilman Tuck asked if the winning bid was \$250,000 and how long it will take before it is completed.

Ms. Hudson replied that she did not have that information; however, would commit to finding it and providing it to Council. Mr. Peterson noted that the other bids were higher than \$250,000 and this was one of the reasons they had to go back to communicate numerous times. He also said that under the Procurement Act, we could negotiate what we could add to or remove from the initial proposal and in his opinion it will be close to that figure.

Councilman Tuck referenced the numerous articles that have recently appeared in the Daily Press and expressed concern that many citizens have contacted him regarding what is taking place in the City. He stated there is a sense in the community that either members of Council are complicit in a "cover-up" or are not suited to do what is necessary to find out what is going on, and therefore, should step down. He said he does not think either of those things are accurate; however, he is concerned about the fact that when we came out of closed session last week, we were going to make a statement regarding not making further comments until an internal investigation was complete and at that point the City Manager and Police Chief would make a statement in a press conference. He continued stating that today's paper has a statement by the Chief of Police which contradicted some things. He said he did not receive an answer last week when he tried to establish facts. He then referenced section 3.08 "Powers of City Council under the Charter" paragraph D which states either Council or the City Manager may at any time order an examination or audit of the accounts of any officer or department of the City government and asked what the process is for doing an audit of these funds for this police operation.

Mr. Peterson stated now that City Manager Bunting has realized the information she was given about an audit was not as factual as she thought, she has requested an internal audit take place and has also suggested we use an independent auditor as well. He noted we are in the process of setting that up; however, it is a matter of determining what those procedures are and determining a timeline.

Mayor Ward agreed that it is time to bring someone in from the outside to review the numbers.

Ms. Hudson noted she and Finance Director Mr. Karl Daughtrey had a conversation about contacting our currently engaged external auditor to have them perform the agreed upon procedures Mr. Peterson referenced. She added a meeting with the auditors has been scheduled this week to map out those procedures.

Councilman Tuck stated part of the issue is notification to Council and the timing. He expressed concern whether or not Council would have been made aware that staff was in the process of getting an audit if he had not brought up the issue.

Mr. Peterson noted the information most likely would have been in Council's Friday memo informing them that the City Manager had ordered the audit. He added initially she ordered an internal audit, but now that we have changed the source of the audit to an outside auditor, we most likely would have discussed it next Friday; however, Council would have received the information via the Friday memo.

Councilman Tuck read paragraph A from section 3.08 "Powers of City Council" which states "to have full power to inquire into the official conduct of any office or officer in its control and to investigate the accounts, receipts, disbursements and expenses of any City officer – for these purposes, it may subpoena witnesses, administer oaths and require the production of books, papers and other evidence and in any case any witness fails or refuses to obey any such lawful order of the Council, he should be deemed guilty of a Class 1 misdemeanor." Councilman Tuck said he wouldn't go that far, but would be interested in speaking to some of those involved in that operation and he believes it could be done without exposing names, but it would be worthwhile to know what happened from their perspective. He said he believes we are only getting part of the picture and that would complete the picture for him.

Councilman Stuart asked for clarification if Councilman Tuck was requesting Council interview the officers involved in this case. Councilman Tuck replied "yes".

City Attorney Hudson said the Charter gives Council the statutory right to hold hearings, require the production of documents, the attendance and testimony of witnesses as it relates to the management of offices under Council's direct control such as the City Manager's Office, the City Attorney's office and the Clerk of Council office. In that regard to the extent Council's examination of conduct or performance or the books or transactions of the City Manager's office would involve your hearing from Police Officers and others. As it relates to this transaction, it would have to be through that avenue – your examination of the performance and transactions of the City Manager.

Councilman Moffett noted he has had the same conversation, which Councilman Tuck brought up, with both the City Manager and City Attorney; however would like to stay focused on the fact that we have an investigation coming and in the event there are still questions by members of Council, that may be the next step to enact in terms of our Charter. He said hopefully we will get a thorough, timely report over the next few weeks and at that time determine where to go from here.

Councilman Stuart requested a City Manager's report regarding the City email problem and the long-term solution to the problem. He added this is not only inconvenient to citizens because it is a way of communicating with Council, but it is also inconvenient because this is the way the business of the City is primarily conducted.

Mr. Peterson replied we recognize that we have a significant problem which cannot be resolved by working around the current system, and therefore, we have put into motion a plan to convert to a cloud based email system. He said the legwork has begun on defining the solution and trying to implement the solution; however, there will be cost increases that come with new technology. He explained one of the problems is that our email system is on the old platform in the 2003 Outlook. We tried to work around the old program; however, that was the beginning of a problem. The solution of working around the old system was tested here as well as in other localities; however, it did not work. We are now trying to get out of that system entirely and move into a cloud based

system. We are looking at a process where we as a City will no longer house a server; instead, we will use a server which has a broad network so that problems will be resolved beyond our staff. He noted he has not seen a timetable for getting each task completed, but it will be provided to Council.

Councilman Moffett asked whether or not we have considered using Google Mail since it appears to be flexible and works well for the School Division. He recommended having our former IT Director work with us.

Mr. Peterson noted he was not positive of the system the School Division uses; however he believes the Cloud system is similar to the system Councilman Moffett mentioned and is a broad based network which sits outside of a server of your own facility. He added the positive aspects are (1) maintenance of the system would be handled through the broader network, therefore, you would not be required to hire people for maintenance (2) it will give the ability to use email even when a problem occurs within our in house IT system.

Councilman Tuck returned to the investigation topic and asked if we were waiting for an internal or external investigation report. Councilman Moffett noted he was referring to the internal investigation currently taking place and he thought Council concurred that we would let it conclude its course and if Council determined it was necessary to move to another level, we would consider that at that time; however, in his opinion the fair thing to do is not cross investigations.

Councilman Tuck agreed with Councilman Moffett, however, expressed concern that there was an understanding last week that the statement issued would be it until we came forward with the investigation; yet, information is going out and it clouds what is being done internally.

#### **CLOSED MEETING**

5. 12-0377 Closed Session as provided in Virginia Code Section 2.2-3711.A.1

#### **APPROVED**

**Motion made by:** Councilmember W. H. "Billy" Hobbs, Jr.

**Seconded by:** Councilmember Chris Snead

**Ayes:** 7 - W. H. "Billy" Hobbs, Jr., Will Moffett, Chris Snead, Christopher G. Stuart, Donnie R. Tuck, George E. Wallace, Molly Joseph Ward

**Nays:** 0

- . 12-0275 to consider appointments to the Planning Commission.

**NO ACTION REQUIRED**

- . 12-0344 to consider an appointment to the Building Code Board of Appeals

**NO ACTION REQUIRED**

- . 12-0372 to consider appointments to the Neighborhood Commission

NO ACTION REQUIRED

12-0384 to consider appointments to the Citizens Unity Commission

NO ACTION REQUIRED

**Certification**

6. 12-0378 Resolution Certifying Closed Session

**WHEREAS**, the City Council of the City of Hampton, Virginia, has convened a closed session on this date pursuant to an affirmative recorded vote made in accordance with the provisions of the Virginia Freedom of Information Act; and

**WHEREAS**, Section 2.2-3712D of the Code of Virginia requires a certification by the City Council of the City of Hampton, Virginia, that such closed meeting was conducted in conformity with Virginia Law;

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Hampton, Virginia, hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the city council of the city of Hampton, Virginia.

ADOPTED

**Motion made by:** Councilmember Will Moffett

**Seconded by:** Councilmember W. H. "Billy" Hobbs, Jr.

**Ayes:** 7 - W. H. "Billy" Hobbs, Jr., Will Moffett, Chris Snead, Christopher G. Stuart, Donnie R. Tuck, George E. Wallace, Molly Joseph Ward

**Nays:** 0

\_\_\_\_\_  
Molly Joseph Ward  
Mayor

\_\_\_\_\_  
Katherine K. Glass, CMC  
Clerk of Council

Date approved by Council \_\_\_\_\_



## Hampton Department of Human Services Youth, Education and Family Services Division

Ensure all children are born healthy, enter kindergarten prepared to succeed, achieve academic success and engaged in the community, and graduate healthy and prepared for a lifetime of success

### ***Youth Violence Prevention Grant***

The City of Hampton is accepting *Youth Violence Prevention Grant* applications addressing youth violence and anti-gang strategies. The City's Youth Education and Family Services will coordinate the awarding of grants to programs supporting the City's goal of stopping youth violence before it starts. Strong applications will be those which implement strategies proven effective in reducing adolescent violent crime, aggression, delinquency, and/or substance abuse. Successful prevention strategies include:

- Parent and family-based programs that improve family relations. Parents receive training on child development; learn skills for talking with their kids and solving problems in nonviolent ways.
- Youth-based programs that prevent youth violence or gang involvement through education, job training and skill development.
- Social-development strategies that teach children how to handle tough social situations and learn how to resolve problems without using violence.
- Mentoring programs that pair an adult with a young person. The adult serves as a positive role model and helps guide the young person's behavior.
- Changes to the physical and social environment. These changes address the social and economic causes of violence.

Priority will be given to programs that implement identified best practices to address youth/gang violence and offer youth the opportunity to be healthy and productive members of the community. Services may be provided at the individual level and aid in the youth's development of pro-social and emotional skills; the relationship level through the establishment of a close and consistent mentoring relationship over time with one caring adult; or community level by providing comprehensive services to a community or neighborhood focused on improving school achievement and school connections.

The maximum grant award will be **\$10,000**. Recipients are eligible for up to two additional awards, subject to future appropriation of funds.

There will be four application review cycles each year. To be considered for Fiscal Year 2013 funding, please note the following deadlines:

- January 2013 funding application deadline-**Monday, November 26, 2012 by 4:30 pm.**
- April 2013 funding application deadline-**Tuesday, February 19, 2013 by 4:30 pm.**
- **Committee recommendations** will be completed and submitted to the City Manager.
- Notification of **grant awards** will be made by 4-6 weeks after the submission deadlines.

Applications must be submitted to:

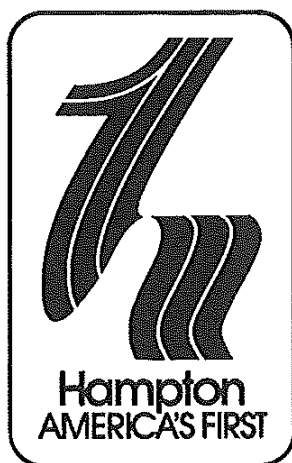
Hampton Youth Education and Family Services  
Attn: Deborah Russell  
100 Old Hampton Lane  
Hampton, Virginia 23669

## **What is your Hampton?**

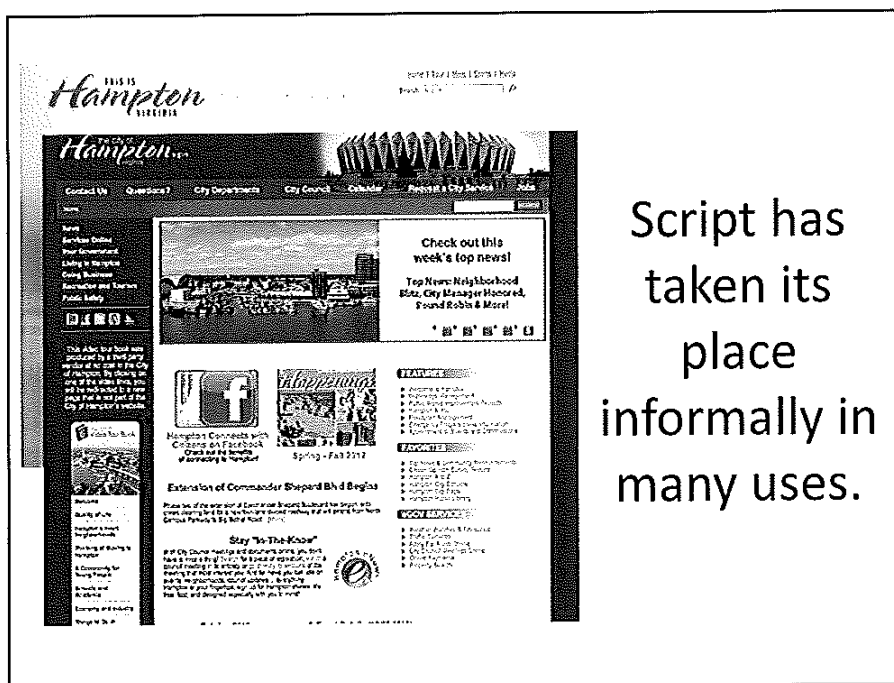
How do we “brand” our community?

Seal remains official emblem





Our Logo for  
more than  
25 years  
is largely  
abandoned now.



Script has  
taken its  
place  
informally in  
many uses.



## Size matters

55% of citizens look  
at the internet on  
phone or tablet.



## OUR APPROACH



RESEARCH



CREATE



FEEDBACK

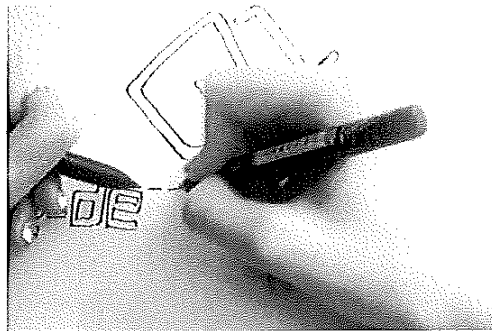


RESEARCH

Grew out of Community Plan update  
Began input in Dec. 2011  
400 people told us what they love about Hampton  
Focus groups along the way



CREATE



FEEDBACK

2,150 people participated in survey

WVEC poll: another 677 people



FEEDBACK

All the logos look nice - thank you for allowing the citizens to pick which ones they like!

The logos do not do enough to convey the city's Colonial and Native American roots.

Very hard choice! They look fantastic!

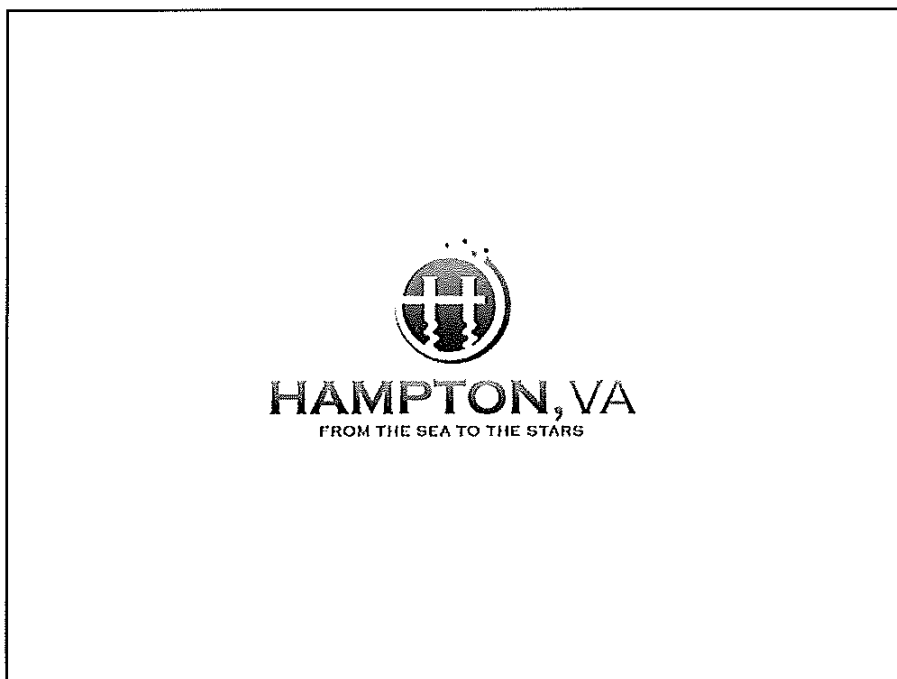


FEEDBACK

The old one looks the best.

NEVER liked that "l-h" thing!

I'd be happy with any of these. I think each of these designs is unique and expresses the idea of the city very well.



## Results?

- Ranked dead last in both polls





## Results

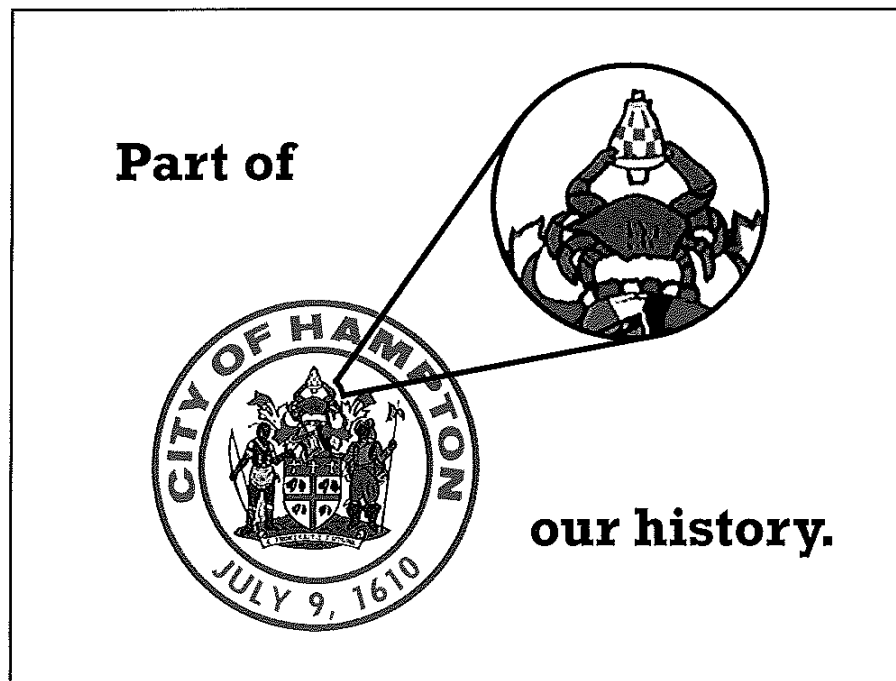
- City poll: Ranked first as best-looking
- However, less than a quarter said it was unique or sets Hampton apart
- WVEC poll: Ranked 2nd
- And, city engineer says it won't work for highway signage due to amount of white space and thin lines.



**To embrace the crab or not to?**







## Results

- Tops in WVEC poll.
- City poll: Ranked 3<sup>rd</sup> in city poll.





## **Results**

- 3rd support in WVEC poll
- Ranked 2<sup>nd</sup> in city survey as best looking
- Drew the largest percentage in the survey – 44% -- as the logo that best sets Hampton apart or is the most unique

## Other Local Cities

**Chesapeake**  
VIRGINIA

**Newport News**  
Where Great Things Are Happening

SM  
THE CITY OF  
**PORTSMOUTH**

**Suffolk**  
VIRGINIA  
*It's a good time to be in Suffolk.*

**York County**  
VIRGINIA  
*Discover the Best of York*

**NORFOLK**

**VB**  
Virginia Beach

**James City County**  
VIRGINIA  
Jamestown 1607

## Fine tuning

- The colors are out dated and a little “wimpy.”
- We do not like the orange in any of the logos
- City engineer: Gold color won’t show up well in highway signs.



## PIER

- The strongest logo visually but the one least to represent a unique view of Hampton.
- My runaway favorite logo ... combines to me the sea (with the water and the H looking like a pier) and the stars in a fresh interpretation.
- The H that is wavy at the bottom reminds me that this city will be underwater in another 100 years!
- Looks like a logo a hotel chain
- Looks like the H has arthritis.
- Looks like a strange road sign. Slippery when wet.
- The bridge, water, and stars logo better represents this area than the crab logos. It's classy and understated.
- The pier in the shape of an H is cool, but doesn't really say Hampton - could be any water place.

## SAILBOAT

- Cleanest and looks more inviting.
- I particularly love the ship, but it does look like a modern sailboat. It would be awesome to have it depict one of the three ships from the first landing in 1607.
- The sailboat is beautiful. But the crab is Hampton.
- Portrays that Hampton may be a destination for boaters/sailors, water sport lovers
- Looks like it's firing a distress flare
- Pretty – but too generic. We are crabs town.
- Should have the star shooting upward, not down.
- Looks like Portsmouth's logo.
- The sailboat logo irritates me because I firmly believe the boats should be taxed!
- I like it but it's too ordinary.
- I really like the sailboat, its very classy.
- Sailboat theme reminds me of Portsmouth.

## **TO CRAB**

- The town was known for its crabbing industry and we have such a history in it
- The crab lends itself to all kinds of things to promote Hampton - jewelry, crab festivals, watermen, crab signs. PLEASE use it before another city adopts it.
- Hampton has always been known for the crab, so I think the crab has to be in the logo. NASA being here and being so famous we have to include the stars. So crab and stars.
- I'm really not feeling the crab symbol for the City of Hampton, which does so much and is "better than just a crab" compared to most cities in Hampton Roads.
- I think how Norfolk has mermaids around the area. Hampton should have a crab around town. This area was known as Crabtown when my dad was growing up.
- Definitely would recommend incorporating the crab to pay homage to Hampton as "crabtown."
- We need some element of history, and the crab still says it best. It's our roots.

## **BUBBLE**

- Looks like a logo for the Zodiac Cancer
- Although I like the crab logos, I believe it is too partial to the Crabbers
- "I like the simple crab in ""the circle"" holding the star
- The crab in a circle looks like a tick.
- Cultish looking

## WAVE CRAB

- Looks like a boat and a crab. Love it.
- Almost ethereal design, the crab that could be a wave.
- Futuristic and will last many, many years to come. Even if you don't know about the crab, it still represents the sea/ocean and boating and is a more current graphic.
- An ambiguous blob, which would require serious explanation to anyone unfamiliar with the intent
- Sea cleverly curved to resemble a crab
- Contemporary, fluid and up-to-date, and invokes a sense of fun
- Beautifully detailed to represent Hampton. I would be honored to wear this logo representing my home town. Represents all the elements I want in the logo: the waves, the stars, the crab. I really like that Logo!
- The designer-crab reaching for the stars has more pop to it and draws your attention more.
- Far surpasses the others and my husband and I both agree on it which is unusual
- A very updated look for a city growing, expanding, and changing.
- The crab also looks like the space capsule splashing down.
- The new stylized crab is very innovative, fun and forward thinking...I could really get behind a logo like this as a great way to show pride in Hampton.... not to mention it stands out from the other localities
- As a graphic designer, I do like [this one], the image of the crab/boat look; and the water and stars. Kudos to your designers!!
- Encompasses so much more than just waterfront. It's about a way of living ... water, the bay, the harbor, watermen, great places to eat, beautiful views. I think the boat doesn't represent the entire demographic of the city. It's too upscale.
- There's an element of fun, and a little bit of truth that we can be a little crabby. The waves are moving forward. It's modern looking, which adds the future/high tech to the history piece. And I think of the stars as both NASA and the military. It is a very simple drawing that covers our city's complexity.